

Writing for Digital

- ▶ Keep it simple and focused
- ▶ Do not use complicated words and phrases
- ▶ Write short concise articles
- ▶ Find a unique angle
- ▶ Create an 'Idea Bank'
- ▶ Create clusters of topics
- ▶ Do not chase perfection



Writing for Digital: Sources for inspiration

- ▶ Google Alerts to find out news related to topics of interest
- ▶ Twitter to find out trending topics
- ▶ Use professional networks like LinkedIn to connect with thought leaders
- ▶ Respond to industry news, reports and research
- ▶ Write content around videos by adding a conversation
- ▶ Recycle old articles and arrange them in clusters



Useful Tools - Content Discovery

1. **Feedly** - Add your favorite blogs and websites to start filling up your feed with content
2. **Pulse** - App that allows users to curate based on their interests and topics of choice
3. **Quora** – The popular social network is a platform for question and answer discussions. You can identify trends from consistently asked questions
4. **Trapit** - This content discovery app personalizes the content feed based on your passions and interests



Useful Tools - Distribution

1. **Buffer** - Use Buffer to schedule your content across Facebook, LinkedIn and Twitter for posting at the best times optimized for your account
2. **Slideshare** - You can create a presentation to draw attention to a resource or service on your website
3. **Mailchimp** – One of the easiest email marketing platforms to use to market your content to your email list
4. **PRWeb** - Use this syndication platform to send press releases about your content to thousands of journalists
5. **Bundlr** – Allows users to clip content from their browser as they browse, making it quick and easy to bundle your content with other quality sources of information.



Useful Tools - Organizing

1. **Trello** - A completely free tool for organizing everything from media to ideas on neatly organized cards
2. **Pocket** - Save videos, articles and other helpful resources away to check out later
3. **MindNode** – Map out your brainstorm sessions and ideas to better understand what's on track and what's not working
4. **Wunderlist** - Use this syndication platform to send press releases about your content to thousands of journalists

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Useful Tools - Making content interactive



1. **Thinglink** - Tag images to make them more engaging with links to music, video, text,
2. **PowToon** - Create animated videos and presentations with PowToon
3. **UberFlip** - Optimize your PDF's to add social widgets, audio and video elements to make the content both interactive and measurable

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Tip #1 - Create Infographics

- ▶ Infographics are perfect for communicating almost any idea or concept.
- ▶ 3 times more than any other piece of content on social media
- ▶ Timelines, History of Mickey Mouse, Cloud Computing demystified etc

What is cloud computing?

It refers to the use of computing power that is located elsewhere, in "the cloud" of remote networks

It's really just a name for storing and processing data online. For example, many of us already use cloud computing when using the internet for storing photos and emails.



WHERE'S MY DATA?
Data typically goes to large data centres in the network, depending on the type of cloud.

What are the different types of cloud?

- PRIVATE**
resource dedicated to one customer
- PUBLIC**
resources shared by multiple customers
- HYBRID**
customized combination of shared and dedicated resource
- COMMUNITY**
dedicated resource for a group of customers

What are the different cloud services?

- SOFTWARE-AS-A-SERVICE**
It enables a user to be able to use an application without installing it on a computer or other type of device.
- PLATFORM-AS-A-SERVICE**
It allows third parties to build applications without buying hardware or maintaining software.
- INFRASTRUCTURE-AS-A-SERVICE**
It provides hardware capacities as demanded by users, to run their own software services.

CLOUD SERVICES & EXAMPLES?

- Microsoft Office 365 is a cloud-based software service offered to companies to improve productivity.
- Start-ups like Zentis in the EU use the Windows Azure cloud-platform to develop their cloud-based apps that are then delivered to clients.
- Swiss healthcare firm uses Microsoft Systems Center and Server to create and manage its own private cloud and services.

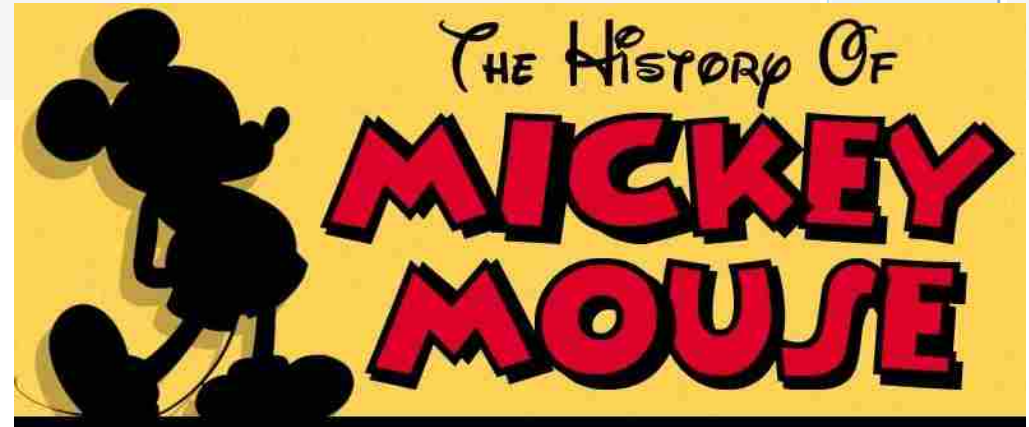
What are the benefits of cloud?

- 80% COST SAVINGS** (€ icon)
- GLOBAL MARKET POTENTIAL** (€16.7 BN 2009 to €106.7 BN 2014)
- INCREASED PRODUCTIVITY** (€ 763 BN over 5 yrs)

Improving efficiencies can result in savings of 80% of the costs of managing IT hardware.
Worldwide market for cloud productivity will be worth € 106.7 BN by 2014.
Cloud will add € 763 BN in productivity to the top economies over the next five

WHY ARE COMPANIES SHIFTING TO THE CLOUD?

- € Cost effective
- ☞ Easy to Implement
- 🛡️ Secure & Reliable
- 📈 Flexible & Scalable



TIMELINE

1925

1926

1927

1928

1928

ARTIST UB IWERKS MODIFIES THE OSWALD RABBIT CHARACTER, TURNING HIM INTO MICKEY MOUSE AND BEGINS TO WORK ON THE FIRST MICKEY CARTOON PRODUCED BY WALT DISNEY.

1928

WALT DISNEY'S FIRST SILENT FILM FEATURING MICKEY MOUSE, *PLANE CRAZY* PREMIERES AS A SNEAK PREVIEW AT A THEATRE ON SUNSET BLVD, IN LOS ANGELES, CALIFORNIA. IT COST \$1,772.89 TO MAKE. MINNIE MOUSE ALSO DEBUTS.

Free Resources

- ▶ Piktochart - www.piktochart.com
- ▶ Venngage - www.venngage.com
- ▶ Visual.ly - create.visual.ly
- ▶ Easel.ly - www.easel.ly
- ▶ Infogr.am - <http://infogr.am/>

Tip #2 - How To's

- ▶ One of the most popular categories as they have tremendous long tail potential.
- ▶ Examples : How to get rid of the 'Conficker' virus, How to write a winning resume, How to bake the perfect cake etc
- ▶ All you have to do is introduce the problem, provide basic steps to rectify the problem, and end with a conclusion

This how to guide was viewed by more than 4 lakh visitors



How to Run a Portable Version of Windows from a USB Drive



Whitson Gordon

Filed to: HOW TO - 4/21/14 8:00am

408,338 🔥 25 ★



Examples



Viewed by more than 4,47,000 people

How to View (and Erase) Your Facebook Search History



Tip #3 Headlines matter

15 Products You Didn't Know Were By Coca-Cola





Tip #3 Headlines matter

Direct

- **Tips That Show Anybody How To Make Money Online – Guaranteed**

Controversial

- **Father Goes For Kidney Treatment – Leaves Hospital As A Woman**
- **8 lies your doctor tells you**

Intriguing

- **Why 40-Year-Old Tech Is Still Running America's Air Traffic Control**

Productive

- **Ten LinkedIn tips for creating a killer profile**
- **How to create an eye-catching infographic in 3 minutes**

Tip #3 Lists



Lists are extremely popular and have endless appeal

Examples:

- **Top 10 Amazing Facts About Dreams**
- **Top 10 Unsolved Mysteries**
- **Top 15 Manipulated Photographs**
- **10 Fascinating Last Pictures Taken**

Tip #4 Videos



Everybody knows the potential of YouTube as a big traffic source

Here is how to leverage videos online:

- **Write Super-Long Video Descriptions (Search engines like Google lean heavily on the text surrounding the video to understand your video's topic)**
- **Use annotations to prompt users to be your subscriber or give directions They can drive viewers to more content, increase community actions on your videos, and attract new subscribers**
- **Leverage Online Communities like LinkedIn and Quora to provide an answer or a perspective using your YouTube video**
- **Video Content Types: How To's, Product Reviews, Collections**

Tip #5 Memes

Image memes are extremely popular and can bring in huge traffic



Tip #5 Memes

Memos on Software development



Tip #5 Memes

Mememes on Software development



Additional Tips



- Find profitable niches and untapped keywords
- Build Communities on Facebook, LinkedIn, Google+ Community
- Launch contests, Reward Fans
- Give freebies such as e-books to boost your subscriber list
- Put some of your killer presentations on document sharing sites such as Slideshare
- Leverage trending topics (Elections, Budget, World Cup)
- Leverage names of personalities or famous companies. Example, **Indian startup Pluggx aims to be the Apple of the smart home industry**

Measure your engagement

- ▶ Comments
- ▶ Social sharing
- ▶ Duration
- ▶ Heat maps - Tools such as Crazy Egg allow you to view scroll maps (where, how much, and how far people scrolled and heat maps (where people click)
- ▶ Conversions

Content Marketing Examples

DollarshaveClub

Competing against Gillette, and with no employees and a small budget, DollarshaveClub created a video which went viral. The company went on to raise \$10.8 million in financing



9.5 million page views

76,000 FB fans

12,000 customers in 2 days



Content Marketing Examples

CorePower

Instead of using TV or print ads, the firm used social networks to build awareness and establish relationships with his customers, and offered classes online.



From \$6.5 million, sales increased to \$23 million by 2010



Largest Yoga Chain in the US



Content Marketing Examples

Mint.com

By focusing on blog posts, slideshows, videos and infographics, Mint.com competed against established banks with huge pockets, and went on to become the largest player in the personal financial market



Launched in 2006, the firm had 1,00,000 accounts in 2007, 6,00,000 in 2008 to 2 million in 2009

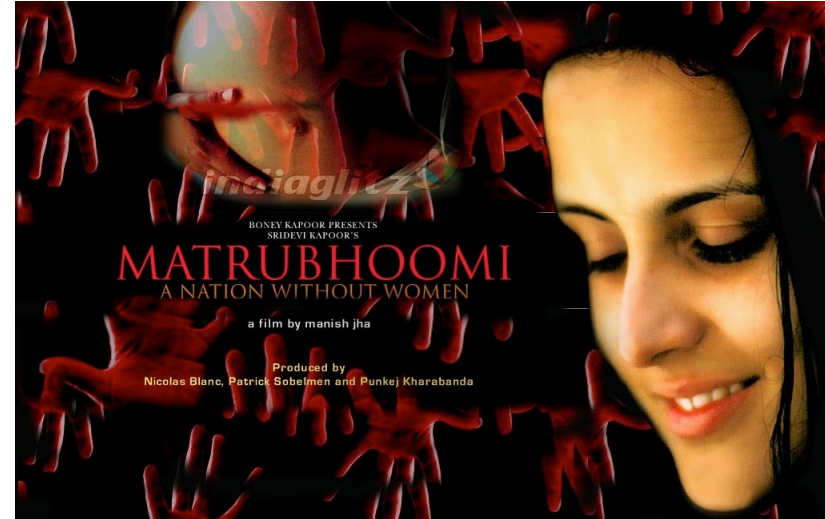


Today, Mint.com has more than 10 million customers and nearly \$1 trillion in loans and assets

Content Marketing examples from movies



Lage Raho Munnabhai MBBS- Gandhian values



Matrubhoomi - Female Infanticide



www.CyberMediaServices.net/

Srikanth RP

Twitter: @srikrp

E-mail: srikanthp@cybermedia.co.in

